



RTO Marketing and Information Policy

Category/ Business Group	Education Group
Published Externally (Yes/No)	Yes
Responsible Officer	Group Executive, UNSWIL
Contact Officer	Manager, Continuing Education and Testing
Approver	Chief Executive Officer
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Version	1

Policy Approval *(for signature)*

Responsible Officer	Policy Officer	Approver
Marc Weedon-Newstead	Emma Drummond	Rob Forage
Date: 7/04/2015	Date: 9/04/2015	Date: 24/04/2015



1 Background

The *National Vocational Education and Training Regulator Act 2011* establishes the VET Quality Framework, a system which ensures the integrity of nationally recognised qualifications. Included in the VET Quality Framework are the *Standards for Registered Training Organisations (RTOs) 2015*. UNSW Global must comply with these eight Standards as a condition of registration.

Standard 4 regulates marketing practices to ensure that information about RTO services and performance is accurate, accessible and transparent. It is complemented by Standard 5 which provides measures to ensure that Learners are adequately informed prior to the commencement of any services.

2 Purpose

This policy outlines the principles governing RTO marketing and information practices at UNSW Global and facilitates compliance with Standards 4 and 5.

3 Scope

This policy applies to all staff involved in RTO marketing and information dissemination for or on behalf of UNSW Global, and RTO Learners.

4 Definitions

Australian Qualifications Framework (AQF) means the framework for regulated qualifications in the Australian education and training system, as agreed by the Commonwealth, State and Territory ministerial council with responsibility for higher education.

Learner means a person being trained and/or assessed by UNSW Global for the purpose of issuing AQF certification documentation.

5 Policy Statement

5.1 Accurate and Accessible Information (Standard 4)

UNSW Global ensures that all information about UNSW Global, its services and performance is accurate and accessible to prospective and current Learners and clients.

UNSW Global ensures that all information about its services and training products, whether disseminated directly or by a third party, is accurate, factual and in accordance with the Standards.

5.2 Informing and Protecting Learners (Standard 5)

UNSW Global ensures that Learners are properly informed about the services they are to receive, their rights and obligations and UNSW Global's responsibilities under the Standards.

UNSW Global informs and protects Learners by providing advice about the training product prior to enrolment or the commencement of training and assessment (whichever comes first). This advice includes the information prescribed by the Standards, as well as:

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- (a) all relevant fee information;
- (b) information about the Learner's right to obtain a refund, the details of which can be found in the Conditions of Enrolment applicable to the program a Learner is enrolled in; and
- (c) information about the Learner's consumer rights, which can be found on the NSW Government's [Fair Trading website](#).

5.3 Marketing and Information Best Practice

UNSW Global:

- (a) strives for brand recognition across cultures, countries and markets. UNSW Global's message, strategy, attributes and achievements are described and presented in a consistent manner;
- (b) produces materials that are culturally appropriate, sensitive and relevant to local communities. UNSW Global's materials reflect the diversity of its students;
- (c) accurately demonstrates its strengths in teaching and learning in accordance with consumer protection, education services and privacy laws;
- (d) accepts that the marketing of one of UNSW Global's programs or services impacts on the marketing of all programs and services. UNSW Global ensures that marketing materials for RTO products and services reflect the total brand, as it is accepted;
- (e) is committed to the development of Australian education and avoids comparative competitive marketing that reflects negatively on the brands of other Australian education providers and other suppliers or partners;
- (f) maintains administrative processes that allow for efficient, cost effective and timely responses to competitive marketing situations;
- (g) provides to those responsible for production of UNSW Global materials, access to resources that facilitate best practice; and
- (h) maintains a compliance process and marketing collateral sign-off procedure to ensure compliance with regulatory requirements.

6 Legal and Policy Framework

This policy is developed, approved and reviewed in accordance with the *National Vocational Education and Training Regulator Act 2011*, VET Quality Framework and associated legislative instruments.

6.1 Responsibilities

- (a) *Approver*

The Chief Executive Officer is responsible for the approval of this policy.

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- (b) *Responsible Officer*
The Group Executive, UNSWIL is responsible for the dissemination, implementation and review of this policy.
- (c) *Secondary Responsible Officer*
The Senior Manager, Marketing and Communications is responsible for assisting the Responsible Officer to implement this policy and is primarily responsible for the matters set out in paragraph 5.3.
- (d) *Contact Officer*
The Manager, Continuing Education and Testing is responsible for the day to day implementation of this policy and is the first point of contact for all enquiries that relate to this policy.
- (e) *Policy Administration and Compliance Officer*
The Policy Administration and Compliance Officer is responsible for the administration and publishing of this policy.
- (f) *Staff, Supervisors and Executives*
UNSW Global staff, supervisors and executives are responsible for assisting in the implementation of and adherence to this policy.

6.2 Review

This policy is due for review two years from its date of implementation or earlier if required by legislative or regulatory changes.

7 Linked Documentation

- (a) Trainee Handbook
- (b) AVETMISS Enrolment Form
- (c) Offer Letter

8 Related Policies and Procedures

- (a) RTO Training and Assessment Policy
- (b) RTO Marketing and Information Procedure
- (c) RTO Complaints and Appeals Policy
- (d) RTO Governance and Administration Policy

9 Version History

Version Control	Date effective	Approved by	Amendment notes